

Before The
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In re Applications of)	MM Docket No. 99-153
)	
READING BROADCASTING, INC.)	File No. BRCT-940407KF
)	
For Renewal of License of)	
Station WTVE(TV), Channel 51)	
Reading, Pennsylvania)	
)	
and)	
)	
ADAMS COMMUNICATIONS CORPORATION)	File No. BPCT-940630KG
)	
For Construction Permit for a New)	
Television Station to Operate on)	
Channel 51, Reading, Pennsylvania)	

ADAMS COMMUNICATIONS CORPORATION

EXHIBIT _____

March 29, 1993 Filing by Reading Broadcasting, Inc.
in FCC Rule Making Proceeding Regarding
"Must Carry" of Home Shopping Network Stations
(Pages 31-314)

<u>Federal Communications Commission</u>	
Docket No. <u>MM-99-153</u>	Exhibit No. <u>17</u>
Presented by <u>Adams</u>	
Disposition	Identified <u>✓</u>
	Received <u>✓</u>
	Rejected _____
Reporter <u>Shawn Bell</u>	
Date <u>1/7/00</u>	

APPENDIX A



HUMANE SOCIETY OF BERKS COUNTY
1801 NORTH ELEVENTH STREET
READING, PENNSYLVANIA 19604
(215) 921-2348

RECEIVED MAR 01 1993

FEBRUARY 25, 1993

Dan Bengetti
T V 51
1729 North 11th Street
Reading, Pennsylvania 19604

Dear Mr. Bengetti,

The Humane Society of Berks County extends a sincere thank you for your continued support through the "Adopt-A-Pet" segment.

Through your support many homeless pets have been placed into responsible homes.

We're looking forward to working with you in the future.

Sincerely,

Lindy E Scholar,
Executive Director

LEssak



HAWK MOUNTAIN COUNCIL #528/BSA

4901 Pottsville Pike, Reading, PA 19605

Telephone 215-926-3406

Dear Career Awareness Speaker:

Career Awareness Exploring offers schools, businesses and community organizations the opportunity to influence and inspire young adults. It is an integral part of the high schools career education efforts. Your participation enabled students to broaden their knowledge of career opportunities and to relate their school preparation to future careers.

Teachers and administrators have joined students in expressing their appreciation for this very positive program. Your willingness to share your time, insights, experiences and expertise is greatly appreciated.

Your comments are critical to our program development. Please take a few minutes to complete the attached program evaluation form.

Thank you again for sharing your career with today's youth.

Sincerely,

Jennifer J. Leh
Jennifer Leh

Career Awareness Consultant

Enclosure

*A special Thank you for helping on such short notice.
Your presentation was informative and educational.
Thank you.*





RECEIVED JAN 27 1993

Pennsylvania Broadcast Institute

2230-A 5th St. • Reading, PA 19605 • (215) 373-0404

January 26, 1993

WTVE TV-51
1729 N. 11th St.
Reading, Pa. 19604

Attn: Dan Bendetti

Dear Dan,

On behalf of our students at the Pennsylvania Broadcast Institute, I would like to once again say thank you to you, and your wonderful staff for allowing our students to tour the television station.

You and the members of you staff have always taken their time to explain the various functions of equipment in both the control room and in the main studio. The students have especially enjoyed watching an actual, "in studio shoot", and we really appreciate the fact that you schedule taping for that special segment around our tours!

Our latest class is looking forward to the tour we have scheduled on February 10th, and once again I appreciate that they will be able to participate in an actual taping.

I look forward to seeing you soon, and if we can be of any service to you, please don't hesitate to call.

Sincerely,

Suzy Sands
Suzy Sands
Director/Partner

SWS/11b



Pennsylvania Broadcast Institute

2230-A 5th St. • Reading, PA 19605 • (215) 373-0404

October 29, 1992

RECEIVED 10 30 1992

Dan Bendetti
C/O WIVE
1729 N. 11th St.
Reading, Pa. 19604

Dear Dan,

On behalf of the Pennsylvania Broadcast Institute, I would like to thank you for allowing us to use the lighting kit for the College Fair on October 26th. The lights "made" our audio/visual display...without them our presentation would have been lacking. Being a television person, I know that you know how important proper lighting is to any project. So again thank you so much, and if we can ever be of service to you, don't hesitate to ask.

I will be in contact with you within the next several months to schedule our tours. And thanks again....you were more help than you can imagine.

Sincerely,

Suzy Sands
Assistant Director

425 CONCESSIONS, INC.

c/o Blue Mountain and Reading Railroad

Passenger Service

P.O. Box 425

(215) 562-4063

Hamburg, PA 19526-0425

January 2, 1990

Dear Mr. Heck:

It was a most pleasing experience to have met and transacted business with you and your organization this past December, 1989.

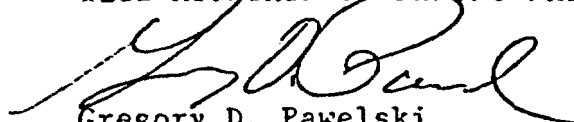
As an indirect result of Blue Mountain & Reading's T.V. Commercial placed by WriteOne Associates, Inc. on the Home Shopping Network, Channel 51, we've experienced a 150% increase in our over-the-counter ticket sales for our annual Santa Claus Specials. We have never experienced such an increase in over-the-counter sales growth, before.

We can attribute this to the public becoming aware of our special event by T.V. media, which was our only method of advertising during the entire month of December, 1989. I feel that our T.V. exposure was a strong contributing factor in our success, this year.

Once again thank you for the services you have provided for us.

Sincerely,

BLUE MOUNTAIN & READING RAILROAD



Gregory D. Pawelski
Public Relations Director



HAWK MOUNTAIN COUNCIL #528/BSA

4901 Pottsville Pike, Reading, PA 19605

Telephone 215-926-3406

Dear Career Awareness Speaker:

Career Awareness Exploring offers schools, businesses and community organizations the opportunity to influence and inspire young adults. It is an integral part of the high schools career education efforts. Your participation enabled students to broaden their knowledge of career opportunities and to relate their school preparation to future careers.

Teachers and administrators have joined students in expressing their appreciation for this very positive program. Your willingness to share your time, insights, experiences and expertise is greatly appreciated.

Your comments are critical to our program development. Please take a few minutes to complete the attached program evaluation form.

Thank you again for sharing your career with today's youth.

Sincerely,

Deborah R. Sauers

Deborah Sauers
Career Awareness Consultant

Enclosure

*Don,
Thanks again for
helping us out. I
thought your speech
was terrific. Hope you
will be available in
the future.
Merry Christmas!*

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UNITED WAY - Partner Agency

RECEIVED FEB 26 1993



HOMOSEXUALS ANONYMOUS FELLOWSHIP SERVICES
H.A.F.S. • POST OFFICE BOX 7881 • READING, PENNSYLVANIA 19603
215/376-1146

February 25, 1993

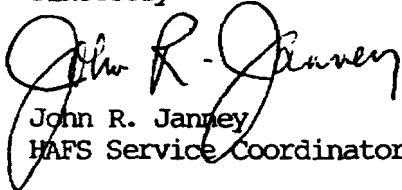
Mr. Dan Bendetti
WTVE--TV 51
1729 North 11th Street
Reading, PA 19604

Dear Mr. Bandetti,

This is just a note to thank you for allowing us the use of some of your equipment as a point of community service. Mr. Howard Donnell has told me of your kindness and we want you to know how much it is appreciated.

Again, thank you for your generous help.

Sincerely


John R. Janney
HAFS Service Coordinator

cc: Howard Donnell

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HAWK MOUNTAIN COUNCIL #528/BSA

4901 Pottsville Pike, Reading, PA 19605

Telephone 215-926-3406

RECEIVED MAR 01 1993

February 26, 1993

Daniel Bendetti
WTVE-51
1729 N. 11th St.
Reading, PA 19604

Dear Career Awareness Speaker:

Career Awareness Exploring offers schools, businesses and community organizations the opportunity to influence and inspire young adults. It is an integral part of the high schools career education efforts. Your participation at Reading High School on February 11, 1993 from 9:17 a.m. til 10:02 a.m. enabled students to broaden their knowledge of career opportunities and to relate their school preparation to future careers.

Teachers and administrators have joined students in expressing their appreciation for this very positive program. Your willingness to share your time, insights, experiences and expertise is greatly appreciated.

Thank you again for sharing your career with today's youth.

Sincerely,

Walt Griesemer

Walter Griesemer
Career Awareness Consultant





Prisoners Of War/Missing In Action

Forget-Me-Nots, Inc.

P.O. Box 12673
Reading, PA 19612-2673

23 March 1993

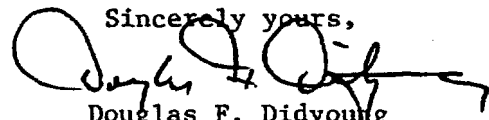
WTVE TV-51
1729 N.11-th Street
Reading, Pa. 19604

Attn: Dan Bendetti

Dear Dan:

I apologize for not writing sooner, but all good things take time. I just wanted to write a few lines in praise and thanks for the efforts by you and the staff at TV-51. We appreciate your finding air time for the POW/MIA video which we have been promoting. It was most beneficial to be able to have it run last November near Veterans Day. We received some inquiries from this showing, which proves people do still care. Feel free to pass this praise along to whomever you feel should be thanked. I myself can't say enough about your professional approach and help in making the lead in for the video. Your station will always be tops with us for its' public service approach to this community. THANKS AGAIN.

Sincerely yours,



Douglas F. Didyoung
Executive Director

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When one American is not worth the effort to be found, we as Americans have lost.

A Non-profit, Non-political, Volunteer Group, Duly Registered in the Commonwealth of Pennsylvania, Dedicated Towards a Full Accounting of POW's and MIA's



June 5, 1992

Daniel Bendetti
Public Service Director
WTVE-TV
1729 N. 11th - P.O. Box 3248
Reading, PA 19604

Dear Mr. Bendetti:

On behalf of the Multiple Sclerosis Association of America, I would like to thank you for airing the :30 and :10 PSA's titled, "MSA Programs V" and "MSA Services V," this time last year.

I'm happy to report that through your cooperation and excellent placement times, we've dramatically expanded patient services throughout Pennsylvania.

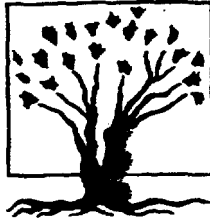
In fact, several hundred MS patients in the Reading market responded to the PSA's, and our now receiving free services such as peer counseling, therapeutic equipment, barrier-free housing and other vital programs.

Due to your support and the tremendous response we've received with this program last year, we were contemplating a second release of the two PSA's over the summer. I will contact you in a few weeks to discuss this further. If you would like to reach me, please call me at 609-858-3211.

Once again, I thank you for your assistance and concern for the disabled.

Sincerely,
MULTIPLE SCLEROSIS ASSOCIATION OF AMERICA

Peter Damiri
Public Relations Director



The T.E.C. Network

Mental Health Association
of Southeastern Pennsylvania
Suite 902
311 South Juniper Street
Philadelphia, PA 19107
(215) 735-2465

December 3, 1992

Daniel Bendetto
Production Studio
TV 51 WTVE PRODUCTIONS
1129 N. 11th Street
Reading, Pa. 19604

Dear Mr. Bendetto,

We at the T.E.C. NETWORK are delighted with the 30 second one inch PSA tape you produced for us. Everything is well coordinated,--the music, the script, the coloring and the audio. I know how hard you worked to get it just perfect and for this we are most appreciative. Today I sent the master to Dorie Lenz of Channel 17 for the dubs.

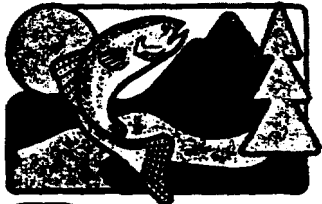
I have told many persons about your gracious guided tour of TV 51 Productions and about the taping experience which was for me a first. You were patient, courteous and skilled in helping me decide how the message should look and sound. We at T.E.C. thank you for your expertise and professionalism in producing our PSA tape.

Meanwhile, the studio invoice arrived today and the T.E.C. Director has submitted it to the accounting department for payment.

Sincerely yours,

Ruth Seegrist
Director, Public Relations

P.S. Many thanks also, Dan, for the outlet information. Very thoughtful of you!



RECEIVED MAR 08 1993

3/5/93

Daniel R. Bendetti
Production Manager
Reading Broadcasting, Inc.
1729 North Eleventh St.
Reading, Pa 19604

Dear Dan:

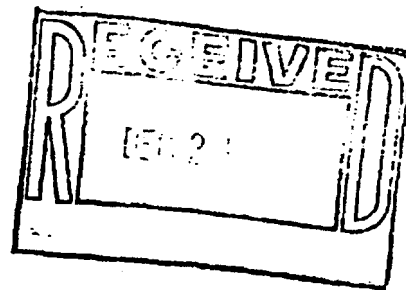
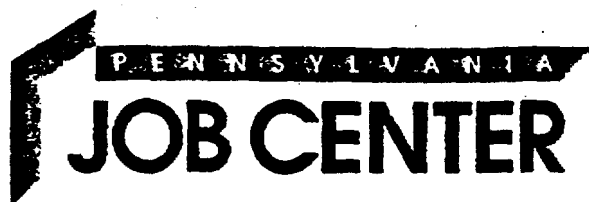
On behalf of the Tulpehocken Chapter of Trout Unlimited, I would like to express my gratitude for everything that you and T.V. 51 have done for us in the past year. All local cold water resources have benefited, by the airing of the Trout Unlimited public service announcement.

Thank You,

Scott V. Winkleman

Scott V. Winkleman
Communication Director

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625 Cherry Street
Reading, PA 19602
December 20, 1990

Mr. Dan Bennettie
WTVE-51
1729 North 11th Street
Reading, PA 19604

Dear Mr. Bennettie:

On behalf of the Veterans Services Unit of the Berks County Job Center, I would like to express my sincere appreciation for your help in making our First Annual Veterans Appreciation Day a success.

The video tape announcement was widely acclaimed by all who viewed it, and indeed our counterparts in Lehigh, Northampton, Monroe, Pike, and Berks County had nothing but praise for the workmanship and message the 30-second spot delivered.

Our Veterans Staff participates in annual training sessions at the National Veterans Training Institute, University of Colorado at Denver. This institute brings veterans staff from across the nation together for training and exchange of ideas on how to better serve the veteran community. One of the tools available to us is a resource center in NVTI where we can request assistance or suggestions on how we can improve our skills.

It is our intention to offer a copy of your video tape to the resource center to be used as a guide for future advertising of Veterans Job Fairs nationwide.

Again, thank you for your assistance. We are looking forward to working with you in the future.

Very truly yours,

Louis F. Lauer
Louis F. Lauer
Manager

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GOODWILL INDUSTRIES OF MID-EASTERN PENNSYLVANIA
310 North Wyomissing Avenue, Shillington, Pa. 19607
(215) 777-7875

Robert G. Howe, Jr.—President

RECEIVED MAR 24 1993

March 22, 1993

Mr. Dan Bendetti
Production Manager
WTVE-TV 51
1729 North 11th Street
Reading, PA 19604


Dear Mr. Bendetti:

On behalf of Goodwill Industries of Mid-Eastern Pennsylvania, I wish to thank you for airing our Public Service Announcements on your station.

Through community programming, agencies like Goodwill Industries are able to communicate with the citizens who, not only support, but may also benefit from the services we offer. WTVE-TV 51 certainly helps by offering community service programming.

Again, thank you. We hope to be submitting another PSA in the near future.

Very Truly Yours,


Marie Pluta Reedy
Director
Development/ PR

45

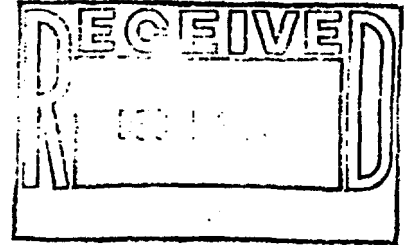


QUALITY ABSTRACT CO.

420 PARK ROAD NORTH
SUITE 203
WYOMISSING, PA 19610

215-375-4552
FAX 215-375-4633

December 12, 1990



WTVE-TV 51
1729 North 11th Street
Reading, Pa. 19605
Attn: Mr. Loren Meck

Dear Loren,

On behalf of the Greater Reading Board of Realtors and the Home Builders Association of Berks County I would like to thank you and TV-51 for your exceptional effort in our Help the Homeless campaign. Your professionally produced ad accounted for quite a few ticket sales. I know, for a fact, of people coming into the Board of Realtors office from as far away as Quakertown and Whitehall to purchase tickets. They attested that they were made aware of the project through the ad on TV-51.

The thrust of the ad went beyond selling tickets. It helped make the population at large aware of the plight of the homeless in Berks County.

It was indeed a pleasure working with you and particularly so when the results of our efforts have met with such a positive outcome.

Very truly yours,

Thomas M. Shumaker
Co-Chairperson
Help-the-Homeless Committee



HUMANE SOCIETY OF BERKS COUNTY
1801 NORTH ELEVENTH STREET
READING, PENNSYLVANIA 19604
(215) 921-2348

March 20, 1989

Spotlight 51
Mr. Ralph Tobias
1729 N 11th Street
Reading, Pennsylvania 19604

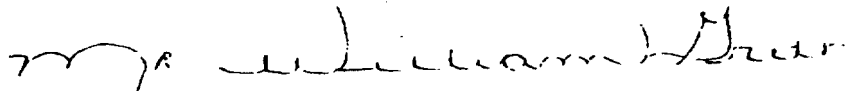
Dear Mr. Tobias,

The Humane Society of Berks County commends you on your efforts to promote animal welfare. Your commercials, donation of T.V. time through public service announcements and aired time of animals available for adoption is realized through our increase in adoption rates.

Your support to our organization is beneficial to the welfare of our animals and greatly appreciated by all.

We look forward to your continued efforts.

Sincerely,


Mr. William Greth,
Vice-President

WGak

WGak

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READING, PENNSYLVANIA



March 8, 1989

Carol White
WTVE-TV51
1729 North 11th Street
Reading, PA 19604

Dear Carol:

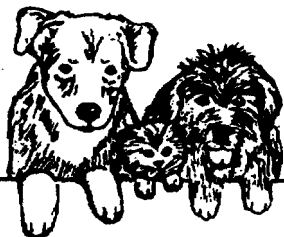
Thank you for your contribution to our RATO meeting last Wednesday.
In addition to the valuable video clips you shared, your handout
contributions will be quite valuable to our members.

The many hours you invested in the presentation paid off handsomely.

LCS:jd

Thanks!

[Handwritten signature]
Lee



RECEIVED MAR 03 1993
caring for the lost, abandoned and strays of Berks County

Animal Rescue League of Berks County, Inc.

P.O. Box 69

Mohnton, PA 19540

Phone (215) 373-8830

March 4, 1993

Reading Broadcasting, Inc.
1729 N. Eleventh Street
Reading, PA 19604

Attn: Kimberly Bradley
Producer/Director

Dear Kim,

Recently we realized that we never properly thanked you for doing the commercial for the Animal Rescue League and for giving us air time. Everyone enjoyed participating in the taping. Someone taped the commercial for us so we could all watch it later.

Please accept our apologies for not writing to you sooner. Thanks again.

Sincerely,

Harry Brown
Manager

HB/lw

RECEIVED MAR 15 1993

Kenhorst Boulevard Seventh-day Adventist Church

333 KENHORST BOULEVARD
READING, PENNSYLVANIA 19607
PHONE 777-5502

March 12, 1993

Dan Bendetti
Station Manager TV 51
1729 N. 11th St.
Reading, PA 19604

Dear Dan

I want to thank you for your interest in our program, "Abundant Life", and for airing two of our episodes on December 24 & 25. I also want to express my appreciation for your help and guidance in our search for affordable high quality video equipment.

I am looking forward to the time when we can air our program on a weekly basis over your station.

Sincerely



Ed Betack
Producer Abundant Life

lad ✓



VIDEO/FILM
production

11/17/92

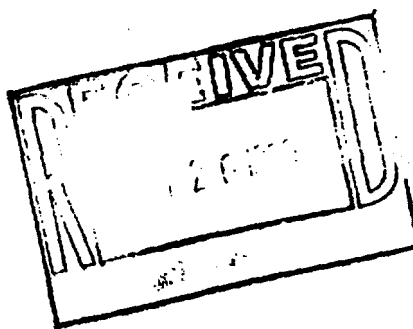
Dan:

Here is the :30 spot for
the Pennsylvania Young Woman of
the year program. I appreciate all
of your assistance with this project
and look forward to catching the
spot on your station.

Thanks again!

Virginia Frederick

51



October 23, 1990

Mr. Daniel Bendetti
WTVE-TV
1729 N. 11th Street
Reading, PA 19604

Dear Mr. Bendetti,

Just a note to congratulate you on winning the Pennsylvania Association of Broadcasters Best Public Service Announcement Campaign.

The role of WTVE-TV in the Reading community is obviously a critical one. Thank you for caring about your city and promoting organizations, causes and concerns of and for the community.

Best wishes for yet another successful year!

Sincerely,

Sherry Schroeder
Public Relations Director

SS/njc

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RECEIVED MAR 09 1993

March 9, 1993

Dear Friends at T.V. 51,

Thank you for taking our group of Tiger Cubs on a tour. We liked seeing the camera equipment. We laughed when we saw ourselves on T.V. The tour was really neat and very interesting.

Thank you for having us!

Sincerely,

Tiger Cubs of St. Ignace
Loyola Church
Pack # 430

DOCKET FILE COPY ORIGINAL

73-8

WTVE-TV 51
Reading, Pennsylvania

FOURTH QUARTER 1992

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